

ALTE Ranking Tool				
Review Criterion as appropriate to size and scope of organization	Unsatisfactory 1	Needs Development 2	Accomplishing 3	Excelling 4
<b>Artistic Quality demonstrates:</b> 1. Alignment with mission statement 2. Appropriate measurable artistic goals	<ul style="list-style-type: none"> <li>No alignment with mission</li> <li>Artistic goals are unclear and unfeasible</li> </ul>	<ul style="list-style-type: none"> <li>Limited alignment with mission</li> <li>Artistic goals are clear but need development</li> </ul>	<ul style="list-style-type: none"> <li>Sufficient alignment with mission</li> <li>Artist goals are developed and viable</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive alignment with mission</li> <li>Artistic goals are focused and feasible</li> </ul>
<b>Project Capacity demonstrates:</b> 1. Ability to enhance economic development and/or tourism in community 2. Appropriate marketing plan detailing the project's marketing timeline and efforts to reach identified audiences 3. Capacity of the applicant organization to carry out the project	<ul style="list-style-type: none"> <li>No clear understanding of ability to enhance economic development/tourism in community</li> <li>No clear marketing plan; unclear timeline and strategy to reach audience</li> <li>No clear evidence of capacity to manage and carry out project</li> </ul>	<ul style="list-style-type: none"> <li>Limited understanding of ability to enhance economic development/tourism in community</li> <li>Limited marketing plan; vague timeline and strategy to reach audience</li> <li>Limited evidence of capacity to manage and carry out project</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of ability to enhance economic development/tourism in community</li> <li>Developed marketing plan; clear timeline and strategy to reach audience</li> <li>Clear evidence of capacity to manage and carry out project</li> </ul>	<ul style="list-style-type: none"> <li>Exemplary understanding of ability to enhance economic development/tourism in community</li> <li>Comprehensive and concrete marketing plan; with detailed timeline and strategy to reach audience</li> <li>Exemplary evidence of capacity to manage and carry out project</li> </ul>
<b>Partnerships, Collaborations and Sustainability demonstrates:</b> 1. Partners and their roles related to project are in place 2. Structure in place to plan collaboration between the applicant organization and project's partner for this project and beyond	<ul style="list-style-type: none"> <li>No clear partnership and collaboration in place</li> <li>No clear structure to manage collaboration for this project and beyond</li> </ul>	<ul style="list-style-type: none"> <li>Underdeveloped partnership and collaboration plan</li> <li>Limited structure to manage collaboration for this project and beyond</li> </ul>	<ul style="list-style-type: none"> <li>Effective plan of partnership and collaboration in place with minimal oversight</li> <li>Clear structure to manage collaboration for this project and beyond</li> </ul>	<ul style="list-style-type: none"> <li>Concrete plan of partnership and collaboration with appropriate oversight</li> <li>Exemplary structure to manage collaboration for this project and beyond</li> </ul>
<b>Appropriateness of Budget demonstrates:</b> 1. Capacity to support proposed programming 2. Fiscal responsibility	<ul style="list-style-type: none"> <li>Insufficient funds and inappropriate distribution of funds</li> <li>Underdeveloped fiscal responsibility: unexplained discrepancies in budget; unstable funding stream; no indication of contingency plan</li> </ul>	<ul style="list-style-type: none"> <li>Sufficient funds and adequate distribution of funds</li> <li>Limited fiscal responsibility: unclear variances; intent to diversify funding stream; developing plan to address revenue shortfalls or unanticipated expenses</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate funds and efficient distribution of funds</li> <li>Sufficient fiscal responsibility: clear, consistent; developing diverse funding streams; prepared to address revenue shortfalls or unanticipated expenses</li> </ul>	<ul style="list-style-type: none"> <li>Plentiful funds and exemplary distribution of funds</li> <li>Comprehensive fiscal responsibility: intentional, cohesive budget; diversified funding streams; strategically building/maintaining a surplus</li> </ul>